

ORDER



Orders
Order / Rev: 688035
Alt Order #: 06164131
Product Desc: KAINE FOR SENATE
Estimate: 11226
Flight Dates: 09/17/12 - 09/23/12
Original Date / Rev: 06/04/12 / 06/04/12
Order Type: Political

WUSA
Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Media Strategies & Research/ POL
Buying Contact:
Billing Contact:
 11350 Randon Hills Road, Suite 670
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Kaine,T/D/Sen/VA
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/23/12	46	\$75,025.00	\$63,771.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	46	\$75,025.00	\$63,771.25	0.00
Totals	46	\$75,025.00	\$63,771.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share	Share	Total
WUSA	23%	\$75,025.00
Market	100%	\$326,195.65

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	1%	\$3,261.96
WDCA	1%	\$3,261.96
WJLA	19%	\$61,977.17
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$114,168.48
WTTG	21%	\$68,501.09
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	09/20/12	09/20/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	---T---	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---			1			\$450.00		0.00			
2	WUSA	09/17/12	09/21/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	M-W-F--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-W-F--			3			\$500.00		0.00			

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 WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WUSA	09/18/12	09/20/12	CBS This Morning CBS This Morning	CM	7-9a	-T-T---	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-T-T---					2	\$300.00		0.00			
4	WUSA	09/19/12	09/21/12	Price Is Right The Price is Right	CM	11a-12p	--W-F--	:30	2	\$375.00	P-3	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--W-F--					2	\$375.00		0.00			
5	WUSA	09/18/12	09/20/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	-T-T---	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-T-T---					2	\$300.00		0.00			
6	WUSA	09/21/12	09/21/12	Y&R Young and the Restless	CM	1230-130P	----F--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----F--					1	\$400.00		0.00			
7	WUSA	09/17/12	09/17/12	The Bold & The Beautiful The Bold & The Beautiful	CM	130-2P	M-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----					1	\$400.00		0.00			
8	WUSA	09/19/12	09/19/12	3-4p The Doctors	CM	3-4p	--W----	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--W----					1	\$225.00		0.00			
9	WUSA	09/18/12	09/20/12	4-5p Dr. Phil	CM	4-5p	-T-T---	:30	2	\$325.00	P-3	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-T-T---					2	\$325.00		0.00			
10	WUSA	09/17/12	09/21/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--					5	\$700.00		0.00			
11	WUSA	09/17/12	09/21/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MTWTF--	:30	5	\$900.00	P-2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--					5	\$900.00		0.00			
12	WUSA	09/17/12	09/21/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--					5	\$800.00		0.00			
13	WUSA	09/22/12	09/22/12	9 News @ 6p Sat 9 News @ 6p Sat	CM	Sat 6-630p	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-					1	\$350.00		0.00			
14	WUSA	09/17/12	09/21/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	M---F--	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M---F--					2	\$800.00		0.00			
15	WUSA	09/18/12	09/18/12	Tue Prime A NCIS	CM	8-9P	-T-----	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-T-----					1	\$14,000.00		0.00			
16	WUSA	09/20/12	09/20/12	Thu Prime A The Big Bang Theory/Two H	CM	8-9P	---T---	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---T---					1	\$10,000.00		0.00			
17	WUSA	09/22/12	09/22/12	Sat Prime C 48 Hours Mystery	CM	10-11P	-----S-	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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 WUSA

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17	WUSA	09/22/12	09/22/12	Sat Prime C 48 Hours Mystery	CM	10-11P -----S-	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S-		1			\$1,200.00		0.00			
18	WUSA	09/23/12	09/23/12	Sun Prime C The Good Wife	CM	9-10P -----S	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S		1			\$12,000.00		0.00			
19	WUSA	09/17/12	09/21/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p MTWTF--	:30	5	\$2,500.00	P-2	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	MTWTF--		5			\$2,500.00		0.00			
20	WUSA	09/22/12	09/22/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p -----S-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S-		1			\$2,500.00		0.00			
21	WUSA	09/23/12	09/23/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p -----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S		1			\$2,500.00		0.00			
22	WUSA	09/17/12	09/19/12	Letterman Late Night with David Letterman(11:35 PM-12:35 XM)	CM	1135P-1237A M-W----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	M-W----		2			\$400.00		0.00			
Totals													46	\$75,025.00

REP HEADLINE# 6164131

NEW

ADD *** ORIGINAL REV#0 ***

DELETE

ORDER

LINE/S

PARTIAL LINE/S

AGENCY - 318 MASSACHUSETTS AVE, NE
ADDRESS WASHINGTON, DC 20002

START DATE-SEP17/12 END DATE-SEP23/12 WK-1

REP:

TO LANCE
FROM REUBEN FOR AARON
NEW ORDER
TTLS 75025
PLS CONFIRM THANKS
06/04

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

KAINE FOR SENATE 2012

REP: TEL# 703 528 7800 FAX# 703 528 7880
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS RPT.

BIAS#

188035

DATE

MEDIA STRATEGIES & RESEARCH

POLI/T KAINE/D/SEN/VA

KAINE FOR SENATE

AARON ASHE

- WASHINGTON, DC

9/AREA

10/BILL CODE

16/BYR - RACHAEL BEALE

17/RTG SVC - NSI

CO-OP KEY D/P REC#

58/CITY TAX

1/AGENCY#

2/ADVERTISER#

3/PROD# EST#****

20/EOS 4/SLSP#

5/REP#

21/BILL WK. MO-SU

63/PCON 64/ACON

11/RATE CARD

14/ORDER TYPE

57/CO-OP TYPE

59/STATE TAX

BS LN#	REP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS	SEC	PLAN	PLAN PRICE	SPT /WK	RATE SPOT	STATION CD	SC#	STS	SPOT /LIN
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AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 11226

1			THU				30	09/20	09/20					1	\$450.00				1
---	--	--	-----	--	--	--	----	-------	-------	--	--	--	--	---	----------	--	--	--	---

PROGRAM : WUSA 5A NEWS

2			M,W,F				30	09/17	09/21					3	\$500.00				3
---	--	--	-------	--	--	--	----	-------	-------	--	--	--	--	---	----------	--	--	--	---

PROGRAM : WUSA 6A NEWS

JUN4/12 11.55
*** WUSA-TV ***

BS	REP	BEGIN TIME	END TIME	PTRN	LINTH	BEGIN DATE	END DATE	CLS 13/	SEC 14/	PLAN	PLAN PRICE 16/	SPT /WK	RATE SPOT 18/	STATION CD	STS CD 23/	SPOT /LIN
LN#	CD LN#	DAYS				DATE	DATE									
3	TU,TH	700A-900A	PROGRAM : EARLY SHOW		30	09/18	09/20					2	\$300.00			2
4	W,F	1100A-1200N	PROGRAM : PRICE IS RIGHT		30	09/19	09/21					2	\$375.00			2
5	TU,TH	1200N-1230P	PROGRAM : WUSA NOON NEWS		30	09/18	09/20					2	\$300.00			2
6	FRI	1230P-130P	PROGRAM : YOUNG & RESTLESS		30	09/21	09/21					1	\$400.00			1
7	MON	130P-200P	PROGRAM : BOLD & BEAUTIFUL		30	09/17	09/17					1	\$400.00			1
8	WED	300P-400P	PROGRAM : THE DOCTORS		30	09/19	09/19					1	\$225.00			1
9	TU,TH	400P-500P	PROGRAM : DR. PHIL		30	09/18	09/20					2	\$325.00			2
10	M-F	500P-600P	PROGRAM : WUSA 5P NEWS		30	09/17	09/21					5	\$700.00			5
11	M-F	600P-630P	PROGRAM : WUSA 6P NEWS		30	09/17	09/21					5	\$900.00			5
12	M-F	700P-730P	PROGRAM : WUSA 7P NEWS		30	09/17	09/21					5	\$800.00			5
13	SAT	600P-630P	PROGRAM : SATURDAY 6P NEWS		30	09/22	09/22					1	\$350.00			1
14	M,F	730P-800P	PROGRAM : ENT TONIGHT		30	09/17	09/21					2	\$800.00			2

REP HEADLINE# 6164131

REP: TEL# 703 528 7800 FAX# 703 528 7880
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS RPT. FROM REP
JUN4/12 11.55
*** WUSA-TV ***

BS LN#	REP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS 13/	SEC 14/	PLAN	PLAN PRICE 16/	SPT /WK	RATE SPOT 18/	STATION CD	SC#	STS 23/	SPOT /LIN
15			TUE	800P	900P		30	09/18	09/18				<i>P2</i>	1	14000.00				1
PROGRAM : NCIS																			
16			THU	800P	900P		30	09/20	09/20				<i>P2</i>	1	10000.00				1
PROGRAM : BIG BANG/TWO MEN																			
17			SAT	1000P	1100P		30	09/22	09/22				<i>P3</i>	1	\$1,200.00				1
PROGRAM : 48 HOURS																			
18			SUN	900P	1000P		30	09/23	09/23				<i>P2</i>	1	12000.00				1
PROGRAM : THE GOOD WIFE																			
19			M-F	1100P	1135P		30	09/17	09/21				<i>P2</i>	5	\$2,500.00				5
PROGRAM : WUSA 11P NEWS																			
20			SAT	1100P	1135P		30	09/22	09/22				<i>P2</i>	1	\$2,500.00				1
PROGRAM : SAT 11P NEWS																			
21			SUN	1100P	1135P		30	09/23	09/23				<i>P2</i>	1	\$2,500.00				1
PROGRAM : SUN 11P NEWS																			
22			M,W	1135P	1235A		30	09/17	09/19				<i>P3</i>	2	\$400.00				2
PROGRAM : LETTERMAN																			
SEP/12 75025.00																CONTRACT TOTAL			
																75025.00			
																TOTAL SPOTS			
																46			

MARKET TOTALS \$326,195 WUSA 23% WTTG 21% WJLA 19% WRC 35% WDCA 1% WDCW 1% CABL 0%

SVC- NSI
DEMOS- RA35+*